

Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County
Clark County Health Department • Tobacco Prevention and Education Program

Issue 68

<http://www.clark.wa.gov/health/tobacco/tidbits.html>

January 2006

New Year - New Location for the Clark County Health Department

The Clark County Health Department has moved to the Clark County Center for Community Health. The phone number has changed to 360.397.8000. Phone numbers for James Lanz and Long Vue remain the same, Theresa Cross can be reached at 360.397.8000 x 7378. Please update your address books.



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Looking Back at 2005

There were so many positive changes and accomplishments in tobacco prevention, cessation and education in Clark and Skamania Counties in 2005. Here are some of the highlights, thanks to the hard work and efforts of many dedicated people.

- Both coalitions were very excited about the passage of I-901. Voters approved the comprehensive statewide law prohibiting smoking in all indoor public places by a large margin. The Tobacco Prevention and Education Team has responded to the new demands of I-901 in a very short time • Long Vue's position in the Tobacco Program became full time • Tobacco Tid-Bits went electronic - allowing us to add more content, color pictures, helpful links and reach a wider readership • A new TATU program for Hispanic youth began at Fort Vancouver High School • C-Tran implemented a secondhand smoke policy at its shelters • A voluntary Tobacco-free Parks policy was adopted designating playgrounds, ballgames, beaches, restrooms and concerts in parks "tobacco-free." The tobacco-free signs were made by local youth • Clark College approved a ban on tobacco use on all college-owned property which will go into effect April 3, 2006 • Vancouver Cab Company decided to prohibit smoking in their fleet of cabs • Approximately 115 TATU teens presented information about the dangers of tobacco to over 2,600 grade school students in Clark County • M.A.S.H. youth tobacco prevention group worked with two Skamania merchants to become the first retailers in the state to make their parking lots tobacco free, they also assembled and distributed special tobacco Quit Kits throughout Skamania County and they grew, adding 8 new members • An "Activity Book for Non-Smoking Children" was popular with clients at DSHS office • Drug and alcohol-free dances in Stevenson were well attended and got out the tobacco-free message • Fewer youth in Skamania County were smoking in 05 • The Skamania Coalition continued to grow • There are many good, positive drug and tobacco-free messages in the community.

A huge "thank you" to all of our partners in Clark and Skamania counties! Tobacco prevention and education efforts are strong and thriving. We look forward to more collaboration in 2006.

Implementing the New State Clean Indoor Air Law

A comprehensive statewide law prohibiting smoking in all indoor public places went into effect on December 8, 2005. Since then, the Clark County Health Department has been answering questions, supplying signage and materials to businesses, posting information on their web-site, developing a presentation for the business community, and unfortunately, sending letters to violators. "It's a process and will take time before everyone understands the law and how to comply", said Theresa Cross, health educator for the Tobacco Prevention and Education program at the Health Department. The Health Department has established an information line where callers can obtain more information or report violations. Calls are retrieved and returned each business day at 360.397.2550. Violations can also be reported at the state Department of Health website,

www.secondhandsmokesyou.com, or at the Clark County Health Department website, <http://www.clark.wa.gov/health/tobacco/reportclean.html>. Finally, the Washington State Department of Health has a toll-free information line at 1.877.INFO.901 (463.6901).



Tobacco Quit Line Calls Up

Quit Line calls are up dramatically. In the first six months of 2005, 695 calls were received from Clark County residents. The projected number of calls for the entire year is 1,400. Callers in the age range of 18-29 years can still receive free nicotine replacement therapy until January 31, 2006. The Quit Line recorded 913 calls from Clark County residents in 2004 and 775 calls in 2003.

Tobacco Quit Line

877-270-STOP

toll-free 7 8 6 7

QUITLINE.COM

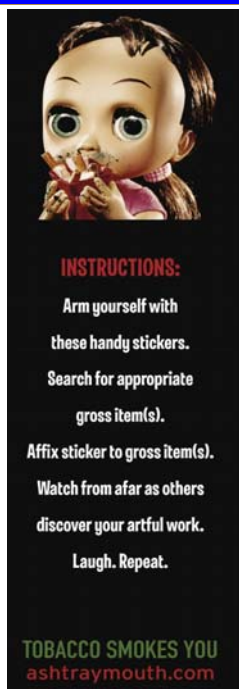
Help for those *stop smoking* New Year's resolutions! Pass it on!

Break Free with Stop Smoking Classes

The smoking restrictions imposed by Initiative 901, the Clean Indoor Air law, are bound to prompt many smokers to quit and the Clark County Health Department and Sea Mar Health Center are teaming up to help. Beginning January 24 they are offering a stop smoking class for low income individuals without insurance at the new County Center for Community Health. The name of the class is "Break Free" and it will take place from 5:30 - 6:30 PM. The class is limited to 20 people. A \$10 fee will pay for nicotine replacement patches for each person enrolled. Contact: [Jamie Zentner](mailto:Jamie.Zentner@clark.wa.gov) 360.566.4403.

Stickers will Mark "Gross" Items in Clark County

Don't be surprised if you see these peel off stickers show up on a "gross" item in Clark County. The stickers were distributed to the Clark County Boys and Girls Club as part of the new [Washington State Department of Health](http://www.washingtonstate.gov/health) youth prevention campaign. The instructions say to "Search for appropriate gross item(s). Affix the sticker to gross item(s). Watch from afar as others discover your artful work. Laugh. Repeat." The Washington State Department of Health's 2005-06 youth prevention advertising campaign kicked off statewide October 3, 2005. The campaign features the social consequences of smoking. Media includes ads on TV, radio, billboards and theatre screens as well as scratch-n-sniff postcards, peel off stickers, on-line banners, hologram bookmarks, t-shirts and an interactive web-site, www.ashtraymouth.com where you will find gross ashtray mouth desktops, mobile phone wallpaper and instant message icons.



Kiss this before you kiss a smoker.
ashtraymouth.com

Lick this. It tastes better than a smoker.
ashtraymouth.com

This smells better than smokers' breath.
ashtraymouth.com

High School Prevention Clubs Receive Mini-grants for Tobacco Prevention

Congratulations to the six high schools in Clark County that were awarded \$300 mini-grants by the Clark County Health Department for youth prevention groups. Prevention clubs at these high schools will complete projects that will address the health effects of secondhand smoke and tobacco use among youth in the community; develop community campaigns highlighting strategies to reduce youth access to tobacco; use a peer education approach to encourage other youth to support policies related to youth tobacco possession, and support youth in developing action plans to address the issue of tobacco. This is the first time the Clark County Health Department has issued this kind of funding to assist youth activities. The goal is to support youth in promoting a tobacco-free community. The following youth prevention clubs received funding through the mini-grants for 2005-2006:

- Dry River Club - Skyview and Columbia River High Schools, coordinator Monica A. Geretti.
- Health Occupations - Battle Ground High School, coordinator Diana Nulliner.
- Medical Careers and TATU Students - Evergreen High School, coordinator Pat Orr.
- Butts Are Overrated - Lewis & Clark High School, coordinator Heather Proctor.
- Prairie Tobacco Advocacy Group - Prairie High School, coordinator Cindi Schroeder.

For more information contact: [Long Vue](#), health educator with the Tobacco Prevention & Education Program at the Clark County Health Department 360.397.8214.

Nicotine Vaccine Does Well in New Tests

Smokers treated with a new nicotine vaccine tolerated the treatment well, and those who got higher doses of the vaccine were more likely to abstain from smoking. The NicVAX vaccine triggers antibodies that bind to nicotine, preventing it from passing into the brain. Researchers at the Tobacco Use Research Center in Minneapolis tested NicVAX on 68 smokers over 38 weeks, administering the vaccine at doses of 50, 100, and 200 milligrams and testing it against a placebo group. The participants reported no withdrawal symptoms. Of the 56 people who completed the program, six in the 200mg group abstained from smoking for 30 days, compared to 1 in the 100mg group, none in the 50mg group, and 2 in the placebo group. Researchers still need to determine proper dosage and schedules for administering the vaccine and smokers will need to deal with the behavioral underpinnings of their addiction, according to the report. The findings are reported in the [November 2005 issue of Clinical Pharmacology and Therapeutics](#).

Seattle to Host National Conference to Tackle Youth Access to Tobacco

April 12-14, 2006 "Access 2006," Seattle. "Access 2006" is an inaugural conference with a goal to create innovative and effective new strategies to reduce youth access to tobacco products. Conference attendees will be made up of more than 400 health professionals, law enforcement, educators, researchers and others who work directly or indirectly in preventing underage youth tobacco use. The focus of this conference will be to confront the challenge of social sources (sources other than retailers) being a significant point of access to tobacco for youth. It will provide a forum for successful approaches to improve best practices and develop a conference report that will, with attendees' input, point the way towards new research and approaches to attack the social sources problem. How can we change the social norm that surrounds smoking? Mass marketed tobacco products are bad for everyone of all ages. The conference will work to develop messages that continue to challenge the perception that smoking is an acceptable adult activity and encourage more investment by the community in preventing youth access to tobacco products. The event is sponsored by the Washington State Department of Health (DOH) Tobacco Prevention and Control Program, Public Health Seattle & King County Tobacco Prevention Program, U.S. Department of Health & Human Services Center for Substance Abuse Prevention; 7-Eleven Franchise Owners Association and Michael Moore, former Attorney General of Mississippi, who led the national lawsuit that resulted in a \$246 billion award to all 50 states. The conference will take place at The Westin Hotel in Seattle. Registrations must be received on or before March 3rd. For more information visit www.accessseattle2006.org, call 888.812.1219 or email access@crgevents.com.

Workshop for Working with Parents who are Contributing to Their Child's Behavior

February 28 "When Parents are Part of the Problem," Pasco. So often young people with alcohol, tobacco or other drug problems have parents who are enabling their child's behavior. This workshop will show you how to work with these parents by getting them to work together with you - not against you-to set limits and stop enabling their son or daughter. The focus will be on family dynamics, contracts, and interventions. The workshop will take place February 28 from 9:00 AM - 3:00 PM. ESD 123, 3918 W. Court St. Pasco. Lunch will be provided. Contact: Kelly Bolson kbolson@esd123.org 509.544.5763 or log on to: <http://www.tobaccoprc.org/course/detail.cfm?id=19> Registration deadline is February 14.

Motivational Interviewing and the Psychology of Addiction

Newsletter Contacts:

February 3 "Motivational Interviewing and the Psychology of Addiction," Yakima. Dr. Henry Montgomery, Clinical Psychologist, author, teacher, therapist and researcher will share the latest and best that research has to offer on Motivational Interviewing. This training will consist of Motivational Interviewing techniques with an emphasis on addictive behavior. Dr. Montgomery will provide information on tobacco cessation, addictive behaviors, and harm reduction. Having been a recent leader in the state on youth problem gambling, Dr. Montgomery will also address this issue and how it relates to tobacco prevention and control. The training will take place 8:30 AM - 3:30 PM ESD 105, 33 S. 2nd Ave., Yakima. Participants will be on their own for lunch. Contact: Susan Martin susanm@esd105.wednet.edu 509.454.3127 or log on to: <http://www.tobaccoprc.org/course/detail.cfm?id=23>

- [Editor, Kimberly Nelson](#)
- [Tobacco Free Coalition of Clark County](#)
- [Tobacco Free Coalition of Skamania County](#)
- [Clark County Health Department Tobacco Prevention and Education Program](#)
- [Washington State Department of Health Tobacco Prevention and Control Program](#)
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Calendar of Events

- 1/5 Secondhand Smoke Task Force** meeting, 1:30-3 PM, Clark County Health Department Garden Level Conference Room. Contact: [Theresa Cross](#), 360.397.8000 x 7378
- 1/12 Tobacco Free Coalition of Skamania County** 3:30-5 PM, Rock Creek Center, Stevenson. Contact: [James Lanz](#): 360.397.8416
- 1/12 Schools Task Force** meeting, 7:30-9 AM, ESD 112. Contact [Willie Manns](#) 360.750.7500 x 303
- 1/26 Cessation Task Force** meeting, 2:30-4 PM, Clark County Center for Community Health, 3rd floor. Contact: [James Lanz](#): 360.397.8416

Please [let us know](#) about your tobacco related events so we can post them here.

Tobacco Prevention and Cessation Related Web Links

- [Action on Smoking and Health](#) - Everything for people concerned about smoking and nonsmokers' rights, smoking statistics, quitting smoking, smoking risks, and other smoking information: www.ash.org
- [Americans for Nonsmokers' Rights](#) - Leading national organization dedicated to nonsmokers' rights: www.no-smoke.org
- [American Legacy Foundation](#) - A national, independent public health foundation located in Washington, D.C., the foundation develops national programs that address the health effects of tobacco use: www.americanlegacy.org
- [Campaign for Tobacco Free Kids](#) - Fighting to free America's youth from tobacco and to create a healthier environment: www.tobaccofreekids.org
- [CHAMPSS](#), Children Helping And Motivating Parents to Stop Smoking - Provides kids with tips on how to talk to their parents about quitting smoking, and offers educational materials and other information they will need to support their parents through a quit attempt: www.champss.org
- [Chewfree.com](#) is a website designed to help people quit using chewing tobacco or snuff (smokeless tobacco): www.chewfree.com
- [O2 Magazine](#) - A publication designed by Washington teens to discuss their efforts at fighting tobacco and showcase their creative talents with feature stories original artwork and photographs: <http://www.unfilteredtv.com/o2magazine/index.html>
- [Tobacco Fact Clipboard](#) - The American Legacy Foundation has compiled a wide range of tobacco, smoking, and health-related facts in a single, easy to use database: www.americanlegacy.org/factclipboard
- [SecondHandSmokesYou](#) - Washington State Department of Health information on the revised Clean Indoor Air Act (RCW 70.160) that went into effect 12/8/05: www.secondhandsmokesyou.com
- [Smokefree Housing](#) - Housing Connections offers a searchable database that includes *nonsmoking* as an apartment criteria option under *advanced search*: www.housingconnections.org/Search.cfm
- [SMOKEFREE Network](#) - Site aimed at winning the right to breathe smoke-free air, facilitating communication among smoke-free advocates and key decision makers and sharing information about the tobacco industry: www.SMOKEFREE.net
- [Smoke-Free Pregnancy Resource](#) - A national program supported by The Robert Wood Johnson Foundation working to discover the best ways to help pregnant women quit smoking and spread the word about effective, evidence-based treatments: www.smokefreefamilies.org
- [Tobacco Scam](#) - Know a restaurant that needs convincing to go smoke free? Have them get the facts about the benefits of going smoke-free at: www.TobaccoScam.ucsf.edu
- [Tobacco Quit Line](#) - A cessation specialist will provide free one-on-one counseling and a customized quit plan to help you kick the habit for good. Listen to a sample call at: www.QuitLine.com
- [UnfilteredTV.com](#) - is a Washington State Department of Health web site where you can find facts and information about the dangers of tobacco, interactive features, ways to get involved in the real-world, news stories, contests and much more: www.unfilteredtv.com
- [Tobacco Prevention Resource Center](#) (TPRC) - provides training and technical assistance to Washington State Department of Health tobacco prevention and control contractors and other key stakeholders. Operated by ESD 112 in partnership with the network of nine ESDs in Washington State. www.tobaccoprc.org
- [The Tobacco Technical Assistance Consortium](#) (TTAC) is an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs: www.ttac.org

Links to external resources are provided as a public service and do not imply endorsement by the Clark County Health Department.